

Wireless Poll for high response rates to your surveys

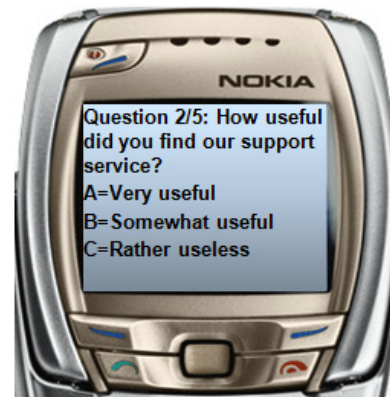
Would you need immediate feedback from your customers or employees, independently on their location? Is collecting responses for a series of queries a painful process? And do the response rates finally suffice for making reliable conclusions?

Interest group polls are often conducted using e-mail, internet and call centers. These do not necessarily reach the busy people of today effectively - long response times and low response rates seem inevitable.

Widisys' Wireless Poll service produces up-to-date information for both regular and ad-hoc dialogue with your interest groups, based on two-way iSMS® messaging.

Collect up-to-date information
SMS based survey reaches the respondents, independent of place and circumstances. Two-way iSMS messages make it also easy and fast to respond. No wonder that typically 50% of the responses are received within the first 30 minutes of the survey.

Demand adequate response rates
Wireless Poll response rates reach easily 80% due to its simple way of responding. Conclusions of your pilot marketing campaigns, customer satisfaction surveys or other opinion polls need not be based on just those respondents with plenty of time to respond.



Real-time management of both regular and ad-hoc polls

- Creating, editing and reporting of recipient lists, poll structures and the actual questions using an intuitive web interface
- Select the preferred multiple choice questions, free-form questions and informative messages into a query tree, where each proceeding message is determined by the answer to the previous one

Responding is quick and simple

The survey respondents can reply to messages whenever they want using any mobile device supporting SMS:

- Reply messages to a standard GSM number
- Multiple choice answers clearly visible
- Typically one-letter long answers

Easy service take-up and usage

- Service available immediately - no separate IT or initiation project required
- Results available at the user interface and downloadable as a spreadsheet file



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